



Guidelines for Application

Commemorative Symbol:
100th Anniversary of the
Invention of the Telephone





The story of the invention of the telephone begins officially on the night of March 10, 1876: "Mr. Watson, come here; I want to see you!" These historic words, the first sentence ever transmitted over an electric telephone, were uttered by Alexander Graham Bell when he accidentally spilled acid on his clothes. The acid was part of the transmission apparatus, called the "Liquid Telephone"; the receiver was a tuned reed.

There are those who ask, "Why celebrate the 100th birthday of the telephone?"

The answer is simple: because the centennial provides a natural, interesting platform from which to tell — and retell — the story of the Bell System, the System that works. It is a story of dedication, of invention, of planning and management to serve the nation and the world. That is the birthday story.

That story is encapsulated in the mark which has been designed to provide a cohering symbol of the birthday party. The slogan copy is simple, but says it all: "The Telephone, One Hundred Years of Service."

The specially designed symbol has been created to highlight those activities that will contribute to the public awareness of this commemorative period. Use of the symbol is available to all companies and organizations wishing to participate.

The Symbol

The symbol is composed of two inseparable elements, as shown above. The first element is the slogan that forms the outer circle of the mark: "The Telephone, One Hundred Years of Service." The inner part of the symbol is made up of highly stylized numerals indicating "1876-1976" above a symbolic illustration of a receiver. The receiver unit depicted is not the original 1876 version of the telephone instrument. It represents generally the shape of the earliest receiver that became historically significant around the world.

Basic Guidelines

The standards for application demonstrated in this manual have been developed to assure the most consistent use and effective reproduction of the commemorative symbol in various sizes, colors and media — particularly when used in conjunction with official company identification, such as the registered mark — the Bell System bell. It is important that the commemorative symbol be faithfully reproduced in accordance with its presentation in this manual, in order to preserve its value and integrity. Adherence to the basic guidelines listed below will help achieve that goal.

1. The symbol may be reproduced only from master reproduction materials.
2. The symbol may not be altered in any way from that which is shown on this page.
3. Do not create a substitute mark that is similar, or "reminiscent in appearance", to the commemorative mark shown here.
4. No copy, graphic element, or decorative device may be attached to, or printed directly over, the symbol.
5. Do not insert the commemorative symbol into a secondary design element in order to create a distinctive use of the mark.

Positive versus reverse symbol.

The commemorative symbol has been specifically prepared for use in print applications in positive form and in a reverse configuration. See page 10.

Important: Never use the "positive" symbol for reverse use, and never use the "reverse" symbol in positive form.

Questions concerning the appropriate use of the commemorative symbol, and requests for master reproduction materials, should be directed to:

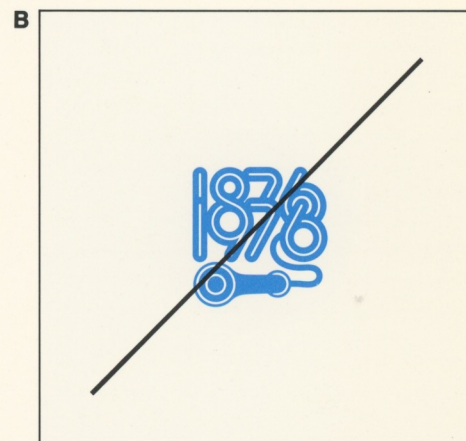
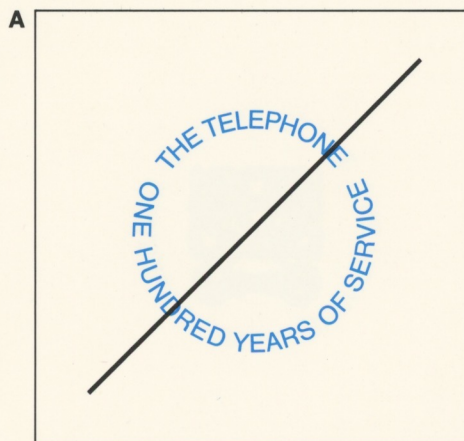
Thomas Ruzicka
Graphic Design Manager
Public Relations Department
AT&T
195 Broadway
New York, New York 10007
Phone: (212) 393-2707

Unacceptable Configurations and Uses

The combination of the slogan as shown in its circular configuration around the inner illustration, constitutes the total commemorative symbol. As previously stated this is the only proper configuration in which this mark may appear. Below are shown demonstrations of potentially common misuses, which should be avoided.

Demonstration A:

Do not use the slogan in a *circular* shape without also showing the inner illustration. The slogan may be used alone, in any other type layout—but *without* the inner illustration.

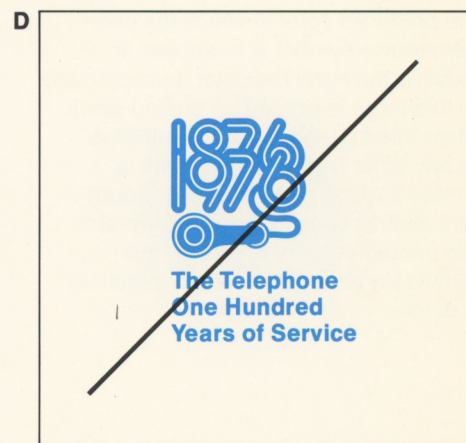
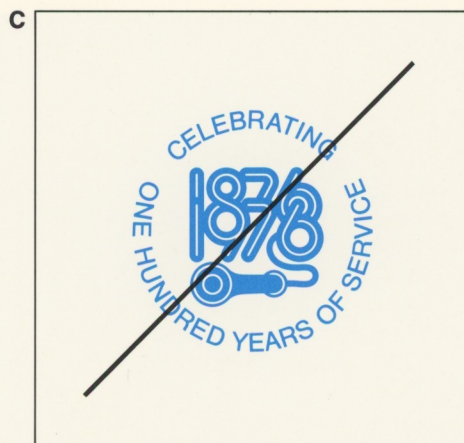


Demonstration B:

Do not use the inner illustration as a separate graphic subject, without the slogan in its proper surrounding position.

Demonstration C:

Do not create a *new* slogan to surround the inner illustration.

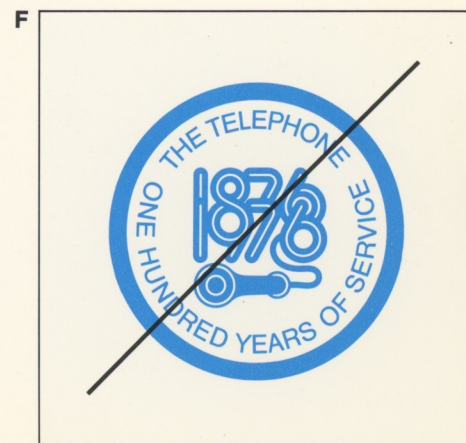
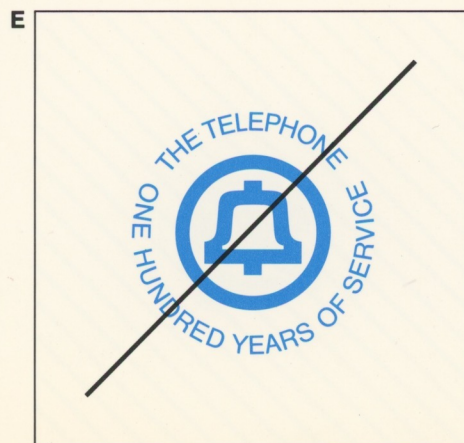


Demonstration D:

Do not create a layout using the elements of the commemorative symbol in a different relationship to each other.

Demonstration E:

Do not insert the Bell System symbol, or any other corporate identification service mark, trademark or other graphic device inside the circle provided by the slogan.



Demonstration F:

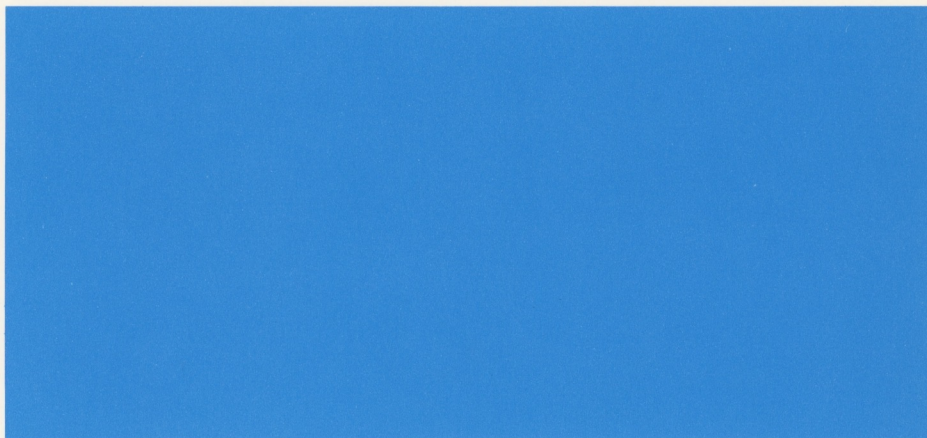
Do not put a "ring", or any other encompassing shape around the commemorative symbol. This becomes another design element that changes the original character of the mark.

The Use of Color with the Symbol

The commemorative symbol is always to be reproduced in a single color. The *preferred* color is "Bell Blue". However, it is permissible to show the commemorative symbol in any other *single* color that is available, presuming "Bell Blue" is not available.



The *preferred* color in which the commemorative symbol is to appear is shown at the right. The color demonstrated on this page is printed on coated stock. When attempting to match "Bell Blue" on any other type of paper stock or printed surface (plastic, metal, wood) care should be taken to *visually* match this printed swatch, whenever it is technically and economically practical to do so.



Incorrect Use of Color

Shown below are uses of the commemorative symbol that are considered incorrect because of the misuse of color or Ben Day screens. The ultimate level of recognition, and therefore the ultimate value of the symbol, depend on the consistency of correct usage it is given by participating companies. Incorrect examples are created here to portray uses of the symbol that should be avoided.

Demonstrations A and B:

The symbol in two colors.

Never reproduce the elements of the commemorative symbol in more than one color in either positive or negative form. The slogan and the inner illustration are to appear in the *same* color under all circumstances.

A



B



Demonstration C:

The Ben Day screen must never be used to reduce the contrast value of any part of the symbol—regardless of the ink color being used. All elements of the symbol are to remain at 100% value of the printed color.

C



D



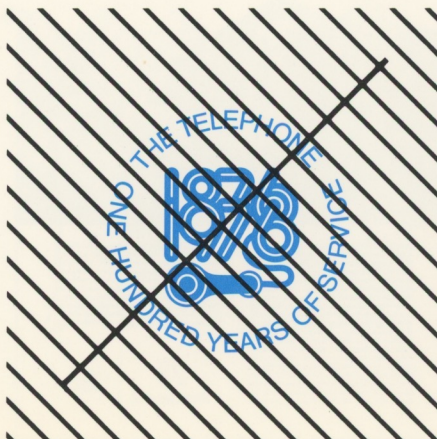
Demonstration D:

Never fill the inside center area of the symbol with color (as illustrated) or with Ben Day screen. Do not attempt to double-print the symbol over a Ben Day background in order to create a “medallion” or relief effect.

Demonstration E:

Do not place the commemorative symbol against a background of conflicting pattern or texture. This would most predictably destroy the readability of the slogan as well as confuse the intent of the inner illustration.

E



F



Demonstration F: Reverse symbol

Be cautious about printing the reverse symbol over too dark a background ink color or paper stock. This will reduce contrast value and cause a loss of readability. This guideline is also applicable to the positive version of the commemorative symbol.

Staging: Application to advertising and printed literature

Maximum impact can be gained for the commemorative symbol if it is given good "staging". The basic guidelines shown here are intended to accomplish the preferred minimum space that should occur between this mark and any other visual element—such as an additional company signature, an illustration, typography, or the edge of the printed

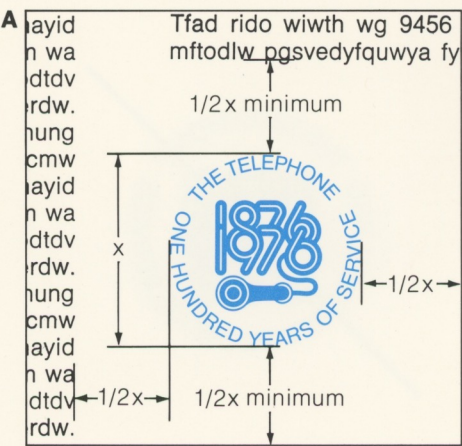
surface. The objective is to "isolate" the commemorative symbol, to gain maximum staging and clear identification. Whenever possible, the space indicated should be increased.

Demonstration A: Basic staging guideline.

Ideally, all other elements should be kept at least 1/2" "X" away from the nearest outside point of the symbol — "X" being the height of the total symbol. This is illustrated in Demonstration A, at right.

Demonstration B: Use with another symbol or company signature.

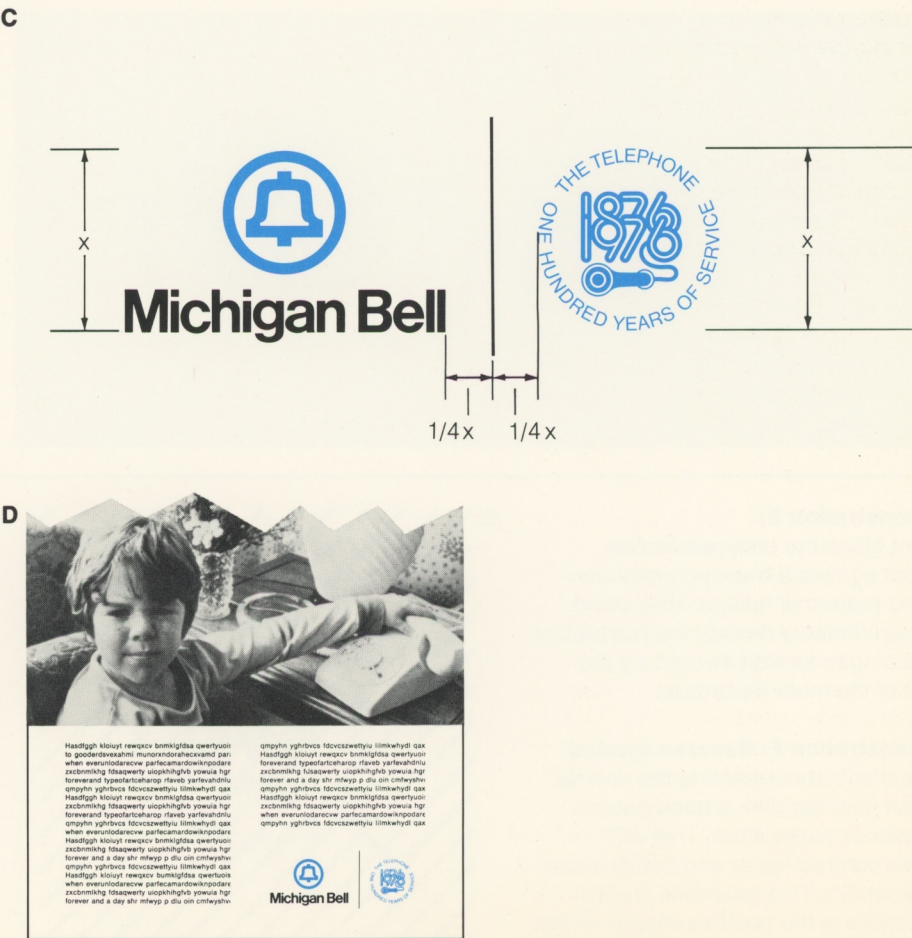
This is a preferred positioning for use of the commemorative symbol in advertising and printed literature. The symbol is totally separated from the company signature, as demonstrated.



Demonstration C and D: Use in limited space with accompanying symbol and logotype — horizontal relationship.

When a layout, or the limitation of space, requires that the commemorative symbol must be displayed in horizontal proximity to any other symbol or company signature, a staging area should be created through the use of a thin (1 point) vertical line. The vertical line should be printed in black ink, if that color is available.

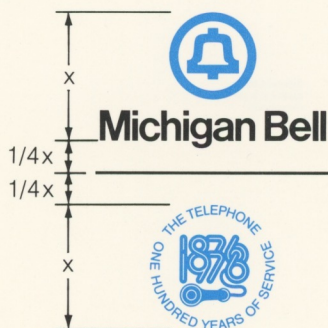
Once the staging area has been established for the combined symbols, the basic guidelines for staging (as indicated in Demonstration A, above) will then apply. Note that the commemorative symbol is the identical size as the height of the company signature (symbol and logotype).



Demonstrations A and B: Use in limited space with accompanying symbol and logotype – vertical relationship.

Here again the relationship of the commemorative symbol is to the *combined* official company symbol and logotype. Note that the 1-point vertical line is positioned horizontally between the identification elements. The elements are spaced $\frac{1}{4}$ the diameter of the commemorative symbol away from the separating 1-point line. The commemorative symbol is the same size as the height of the company signature (symbol and logotype).

A



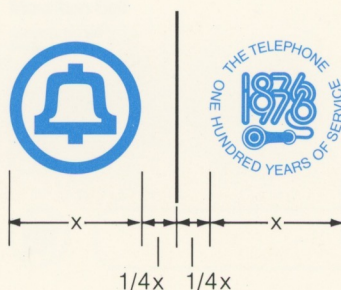
B



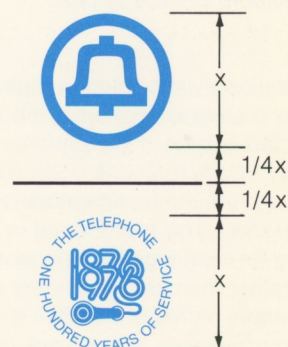
Demonstrations C and D: Use with accompanying symbol only (without logotype).

The same staging guidelines apply as stated above, including the use of the 1-point separating line. However, when no company identification logotype is used, the two symbols are to be as close to identical size as possible.

C



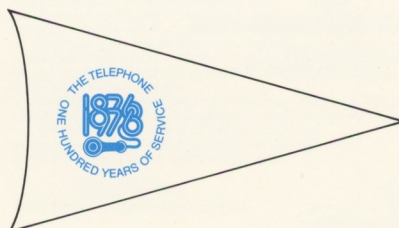
D



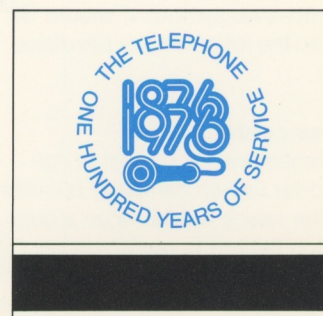
Demonstrations E and F: Staging on odd-shaped objects or printed surfaces (pennants, matchbooks, etc.).

There is an unlimited assortment of printed surfaces where the above staging guidelines can not easily apply, because the commemorative symbol may be shown alone, or where the intent is to show the symbol as large as is practical. This situation would be present in the case of a triangular-shaped pennant. In such instances the judgment of the layout artist must prevail in the determination of the size of the commemorative symbol.

E



F



Application of Symbol to Stationery

Reproduction art:

Specially prepared, and pre-sized reproduction art for use on stationery is included on page 11 of this manual. The symbol is furnished in the exact dimension ($\frac{5}{8}$ ") that is recommended for use on general company letterheads (8 $\frac{3}{8}$ " x 10 $\frac{7}{8}$ ") and envelopes (No. 10 size).

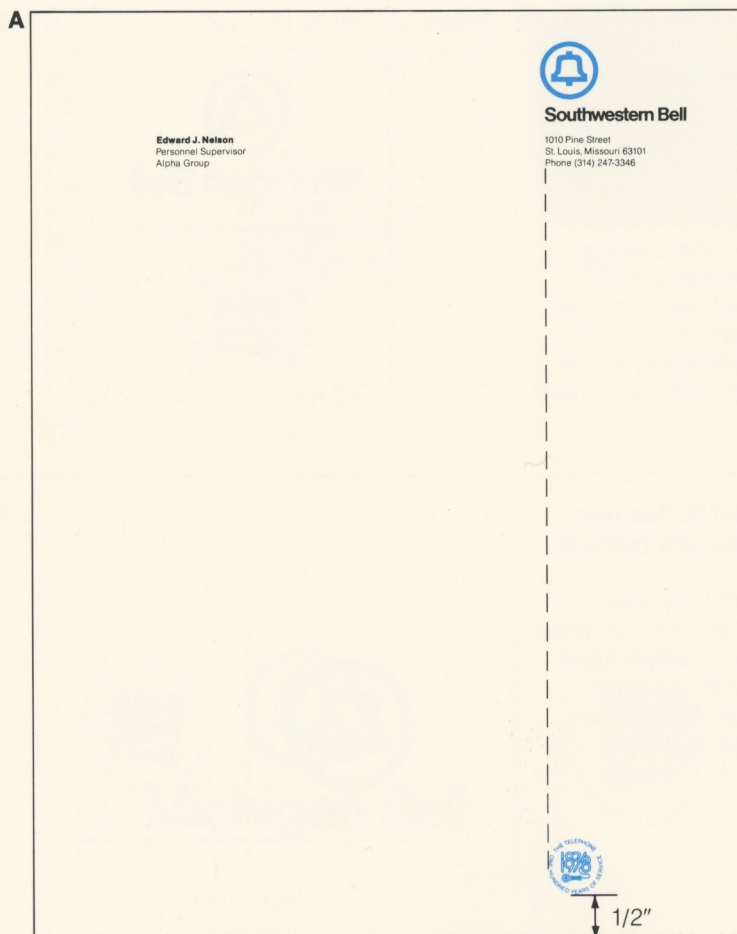
Demonstrations A and B: Position of symbol on stationery.

The commemorative symbol should be positioned on company letterheads and envelopes as indicated on Demonstrations A and B. Note: The indication shown presumes that the recommended staging area is clear of all other graphic elements. This positioning format achieves maximum isolation of the commemorative symbol, which preserves the integrity and recognition value of all of the identification elements on the stationery.

Note: The commemorative symbol may be used in conjunction with only one other symbol on company letterheads. It is never to be added to letterheads where two symbols already appear.

Color:

If the stationery is printed in blue and black, the commemorative symbol should be printed in blue. If the stationery is printed in more than one color, (none of which is blue) the commemorative symbol should be reproduced in the *primary* (or most significant) identification color, rather than in a secondary color. An example of this is the "Bell Blue" ink used in preference to the black ink.

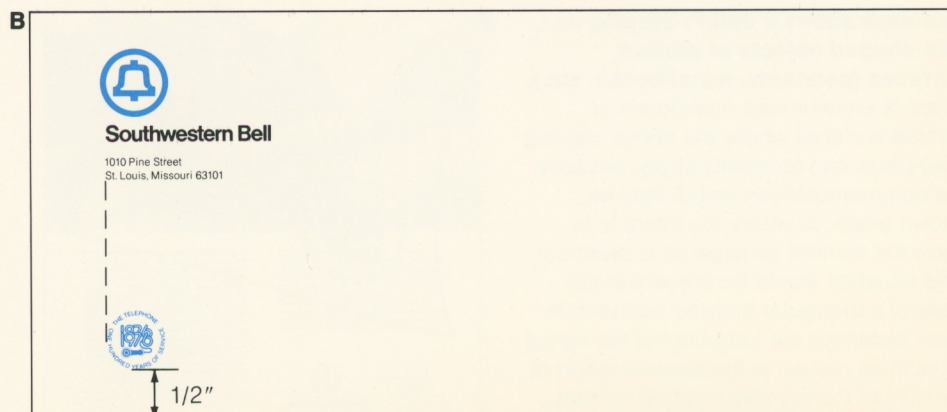


Blind embossed symbol:

Do not attempt to blind emboss the commemorative symbol. It should be printed on the letterhead or envelope surface.

Business cards:

The commemorative symbol is *not* intended for use on company business cards. The space available on a business card is too limited to permit proper staging and separation of more than the company's official identification graphic elements.



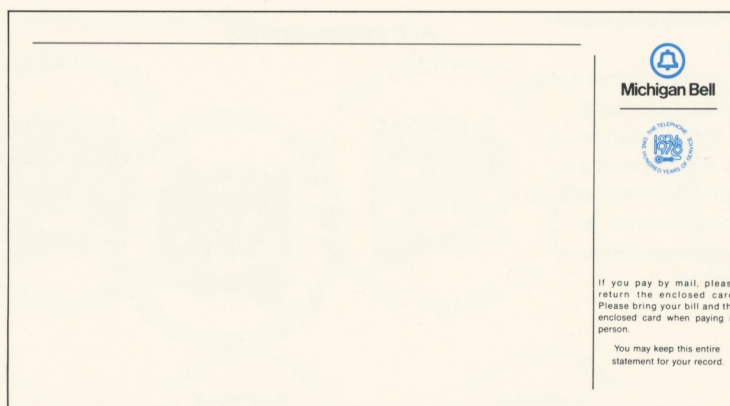
General Applications of the Symbol

Almost unlimited opportunities exist for the appropriate application of the commemorative symbol to printed materials and promotional media. The designer responsible for the application of the symbol must determine the effective size, position, color and appropriateness of the application using the guidelines presented in this manual. No attempt is made here to list a cross-section of the areas for application

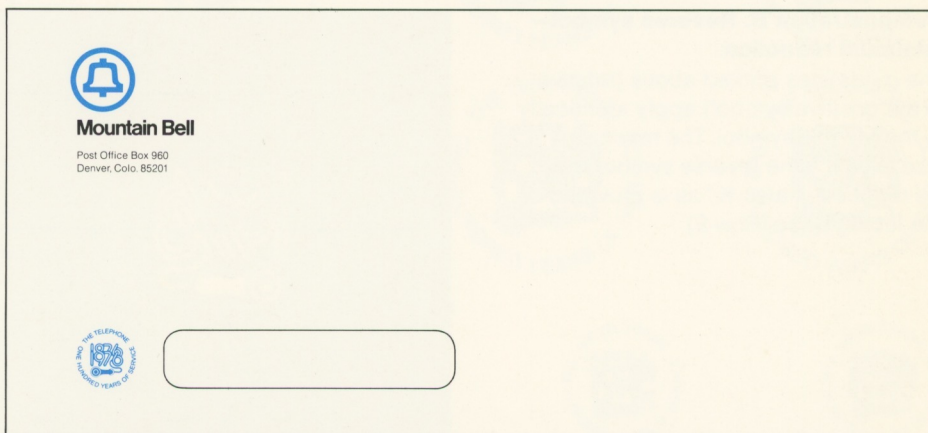
that may be explored by participating Bell Companies. Presented below, however, is one area of visibility that deserves consideration.

Demonstration: Customer-bill mailing.

One high volume communication opportunity exists in the regular monthly mailing to customers. The commemorative symbol is recommended for application to the out-going window envelope, to any informational inserts and to the customer bill itself—space and regulations permitting.



Customer Bill



Window Envelope

The \$5.00 letter vs. The \$5.00 call.

Long distance is not only a faster way to communicate than letter writing, it can be a better bargain as well.


The business magazine "The Office" says a business letter can run your company more than \$5.00, counting dictator's time and stenographic costs.


But if you spend that \$5.00 on a direct-dialed call, you can talk coast-to-coast for 11 minutes, including tax. You'll get a lot more accomplished, because you'll have a two-way conversation. You can get an answer immediately, and act on it now.

You'll have a better feel about your customers' problems. And your call will contain the kind of personal touch you could never put in a letter.

The next time your business involves out-of-town correspondence, remember: long distance is not only faster than letter writing, it can be a better bargain, too.

**Long distance.
Your best business connection.**

 **Michigan Bell**



Insert

Reproduction Information

The facing page contains images of the commemorative symbol that are suitable for photographic reproduction purposes. These symbols may be cut-out and pasted down on "camera-ready" art assemblies. The reproduction materials as provided herein are not to be altered, other than the *size* in which the symbol appears.

These points of consideration are important when planning to use the commemorative symbol in print-reproduction:

1. Positive versus reverse use.
2. Minimum reduction.
3. Enlargement reproduction.

Positive versus reverse use.

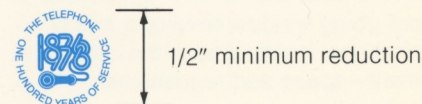
The commemorative symbol has been specifically prepared for use in print applications in positive form and in a reverse configuration.

Important: Never use the "positive" symbol for reverse use, and never use the "reverse" symbol in positive form.

Demonstration A: Positive symbol – minimum reduction.

The positive symbol shown at the right, may be printed at a *minimum* size of 1/2". The reason for this limitation is that the symbol does not present a clearly defined image when reduced to a smaller size. Reproduction art is provided on the facing page (Row 5) at the minimum size of 1/2".

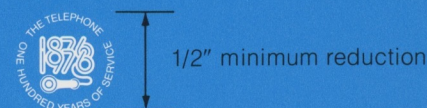
A. Positive symbol



Demonstration B: Reverse symbol – minimum reduction.

The guidelines printed above (relative to the positive symbol) apply identically to the reverse symbol. The minimum size to which the reverse symbol may be reduced is also 1/2", as is provided on the facing page (Row 9).

B. Reverse symbol



Enlargement reproduction

Only the largest images provided on the facing page of the positive version symbol (Row 1) and the reverse version symbol (Row 6) may be enlarged to a maximum size of 3" in diameter. Black and white prints suitable for photomechanical enlargement of the commemorative symbol to sizes greater than 3" may be obtained from the Bell System Company graphics coordinator in your area.

Commemorative Symbol: 100th Anniversary of the Invention of the Telephone

This page contains images suitable for photographic reproduction. The material as provided here is not to be altered, other than the size in which the symbol appears.

Important: Never use a “positive” symbol for reverse use, and never use the “reverse” symbol in positive form.

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Thomas Ruzicka
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AT&T, Public Relations Department
195 Broadway
New York, New York 10007
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Positive Reproduction Only (for reverse use see below).



Reverse Reproduction Only (for positive use see above).

